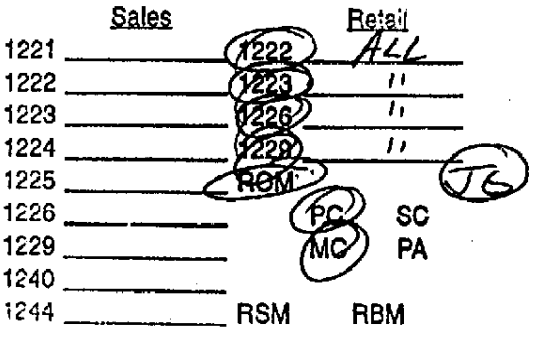
To: 1210 - New York ROU (ALVICHA), 1310 - Philadelphia ROU (METZG)
From: Kuruc, Nick
Posted: 7/22/97 11:04
Opened: 7/22/97 11:04
Subject: NY Metro Chain Winston Launch

ROU's: See attached with regard to POS Approval for NY Metro Chains

CC: 1200 - New York Region (SCULLYA), 1300 - Philadelphia Region (SWEETD)



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Source: https://www.industrydocuments.ucsf.edu/docs/thby0000

New Jersey Chain Division
WINSTON Launch
POS Update (July 1997)

Chain	Chain ID	Stick to Stick Authorized Pieces	Retail Rep Accountability
Hess Mart	0353-03-01 through 08	Changemat, 6" x 4' card, 5' x 3' banner*	Changeover PCD Ensure that special pieces are placed by stores
Hess Co-Op	0353-02-01 through 08	6" x 4" card, 5' x 3' banner*	Changeover PCD Ensure that special pieces are placed by stores
Quick Chek Food Stores	0919-00-00	Changemat, 6" x 4" card	Changeover PCD, Place transparency in 15x49 sign Place changemat, and 6"x4" card on PCD (gripper)
Foodarama Supermarkets	1150-00-00	Changemat, 6"x4" card	Changeover counter displays Place changemat and 6"x4" card on counter display. Place POS on carton merchandiser canopy
Village Supermarkets	1174-02-00	Changemat, 6" x 4" card	Changeover PCD to WINSTON Place changemat and 6" x 4" card on counter display
Shop Rite Supermarkets	1177-00-00	6" x 4" card	Change POS in carton merchandiser canopy. Place 6" x 4" card on UPM's. Place other POS if possible
Pathmark Supermarkets	0522-00-00/0522-01-00	Changemat	Place changemat at discretion of Non Food Mgr on customer service counter Place other POS (shelf strips, etc.).
Super Fresh	1127-00-00	6" x 4" card	Place 6" x 4" card on UPM Change POS on carton merchandiser canopy.
Grand Union	0206-01-00/0206-03-00		Place other POS (shelf strips, etc.)
A&P NY Metro	0208-01-01 through 04		Place other POS (shelf strips, etc.)

* Sent directly to stores

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